

Subject: Dia de los Muertos Finances

From: Lorena Parker <lparker@sanpedrobid.com>

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Good afternoon,

As a follow up to our meeting earlier today, here are some quick numbers for Dia:

Cost: \$35,243 (not including PBID staff time)
Revenue (booth and sponsorships) \$15,224.95
Deficit: \$20,018.05
Attendees: 8,000
Cost per attendee \$2.50

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